

# AUTOMOBILES

## POWELL WILL MISS THE CHICAGO SHOW

For First Time in Fourteen Years Manager of Local Events Will Stay at Home.

### WORK HERE IS TOO GREAT

For the first time in fourteen years Clarke G. Powell, manager of the Omaha Auto show, will be unable to attend the great national show at Chicago.

For thirteen years Powell has gone to Chicago each and every year to see the Chicago display and pick up pointers for the local event. He has also quite regrettably been toddling over to the New York show for the same reason. This year Powell attended the New York show according to schedule.

But the Chicago exhibition comes at a time when the Omaha man will be head over heels in the work of the local display. "The show this year is going to be the biggest in the history of Omaha," said Powell, "and there is so much work to be done right here in Omaha that I'll have to break my record and pass up the Chicago show."

### All Dealers Are In.

Every dealer in Omaha, according to Powell, has taken space in the show this year, and as there are a number of new dealers in Omaha this year, this record is a very good one.

Powell and his assistants have completed all arrangements for advertising the big event. Fully \$26,000 envelope stickers with "Omaha Auto Show," and the dates described, have been distributed among the business houses so that from this time on until the first days of the show, practically every bit of business correspondence that goes out of Omaha will carry an invitation to the Omaha Auto show.

The South Side packing houses for the first time have joined the automobile men in hosting the exhibition. They have instructed their road men to pass a good word for the show and urge everybody to attend if possible.

The banks and other big business institutions are following the example of the packers and doing everything in their power to help.

The Commercial club, as always, has given the show endorsement and is co-operating in making the event a success.

That the big manufacturers of motor cars regard the Omaha show as one of the most important in the country is evidenced by the announcement of the Studebaker corporation that the gold chassis which this firm had on display at the national show in New York will be included in the Omaha exhibit. The gold chassis is valued at \$25,000 and was one of the sensations of the Gotham event. It entails considerable work and expense to send the gold chassis to Omaha and then exhibit it here, as it is necessary to have a guard of several men keep watch over it all the time to thwart any efforts of would-be thieves, who would make a big haul if they could make away with it.

## Tire Repairs Made in Time Same All Kinds of Trouble

"Comparatively few car owners realize what a business within a business the manufacture and sale of tire savers and repair materials has come to be," says Joe M. Dine, branch manager of the Goodyear Tire and Rubber company.

"One might imagine that tire companies would be pleased to have tires wear out as quickly as possible, so that new purchases would be necessary. However, some companies may view that, Goodyear's policy is built to apply for years ahead, and what we want is tire mileage and pleased customers.

"For the tire user we repeat the old saying, 'A stitch in time saves nine.' The principle is old as the hills, through the tire business may be comparatively new. "Insignificant repairs, if made in time, often mean thousands of miles of service. Repair men may have to be consulted for some repairs, but tire users can do a surprising amount of good themselves by watching their tires, and in some cases making the actual repairs themselves."

## Fairfield Six is Winner at Exhibits by Paige Company

Henry Krohn, sales manager, for the Paige Detroit Motor Car company, says: "Never before in our experience have we had such crowds at our exhibits. One feature that fascinated all the women—and the men too—was a Fairfield seven-passenger Paige touring car, that had been especially prepared by Mrs. E. M. Dalley, the wife of our New York distributor. The car was standard except that the body was painted in white, rubbed to a dark finish and had wire wheels, upholstery of velour in white and black stripes about three inches wide, fittings nickel plated and a top in a smart victoria style. The effect was stunning and I believe there was nothing more beautiful on the floor."

## Allen Motor Firm Adds to Capital

The Allen Motor company at Fostoria, O., started to manufacture automobiles in the summer of 1915. The capitalization at the beginning was \$200,000. Just recently this capitalization has been increased to \$1,500,000.

At a recent directors' meeting it was unanimously agreed that if the great demand for Allen cars continued, as it has during the last few months, further additional capital would be added to meet the occasion for a greater output of cars.

## Grant Six Breaks Records in Climb Up Mountain Slope

Sales Manager George S. Walte, of the Grant Motor company, is in receipt of a letter from Mulinix & Barie of Denver, Colo., telling him of an extraordinary feat performed by the Grant Six at Denver.

As everyone in motor circles knows, the "Hill of Despair" just outside of the city of Denver is the "Jonah" for most automobilists. It is so steep and so long that practically all cars are forced to negotiate it on low gear. Mulinix & Barie started out to demonstrate that the Grant Six was one of the most flexible and powerful six-cylinder cars in the world. And they proved this to the satisfaction of Denverites.

"The car was driven out to the 'Hill of Despair,' which even the highest priced cars find difficult to negotiate in second gear, a grade so steep that no brakes will hold a car, and after making the grade in second gear with ease, R. C. Mulinix, who was driving the car, conceived the idea of driving it on high gear. After two attempts with the full load of passengers, Mr. Mulinix unloaded the car and, with himself at the wheel, successfully negotiated the grade on high gear, breaking all records on this hill.

## Auto Dealers Are Now All Classed As Auto Merchants

"We are developing a new brand of merchants in the automobile business," says R. C. Rueschaw, manager of the Iroo Motor Car company, "one that differs from the old original type about as much as it is possible for one member of a species to differ from another.

"You notice I said 'merchants.' "A few years ago no one would have thought of applying that term to automobile dealers in 75 per cent of cases.

"The early automobile distributor was an accident. He was a graduate chauffeur, a bicycle repair man, the nephew of a wealthy uncle, who, carried away by the speed bug, as a short cut to get a car to drive, took on the agency of some popular make and used his demonstrator for joy riding.

"During the last three or four years an entirely different type of man have come into the automobile business or have been developed by it. And gradually we see the old type dropping out for one reason or another.

"The day of the glad hand is about over and the speed mania now stands on the side lines and talks of the time when he almost won.

## Auto Builders Are Facing Shortage of Steel on Big Demand

American automobile manufacturers are facing one of the most unusual situations in the history of the business. It is that of supplying the overwhelming demand for motor cars and trucks in the face of a shortage in steel and other materials.

Never before since the inception of the automobile business has there been such an unrelenting period of buying—not even letting up during the winter months, as has been the case this year. In a recent interview on the subject, Charles T. Jeffery, president of the Thomas B. Jeffery company, Kenosha, Wis., said: "In our own business we have been feeling a tremendous demand for pleasure cars and trucks not only in this country, but originating in those foreign nations which are at peace."

## Big Demand for New Studebaker Series Since Announcement

Record sales of the new series 17 models are reported by the Studebaker corporation, following announcement of these cars two weeks ago. In fact, figures show that more actual orders were received during the last two weeks than in any similar previous period.

In anticipation of the big demand for the new series of Studebaker sixes and fours, the factory has been running full capacity, and more than 5,000 of the latest models have been shipped since announcement was made January 1. Three thousand dealers are now showing the series 17 cars and selling them as fast as they come from the factory.

## Paderewski Views Omaha from Paige

Paderewski was very much impressed with the city of Omaha and with the manner in which he was piloted from one spot to another in a Paige car. Paderewski was the guest of Leo Hoffmann while viewing the city and expressed himself as being delighted with the performance of the Paige.

## ENORMOUS SHIPMENTS ARE INDEX OF AUTO BUSINESS

The prosperous condition of the automobile business is graphically illustrated by a recent photograph taken for the Thomas B. Jeffery company, which shows 2,700 of its employees assembled at the noon hour in the court yard back of the Jeffery offices. The Jeffery company this year is employing, including the night shift, nearly 2,900 men, as compared to 1,500 a year ago. During the first six days of December the Jeffery company shipped more cars than were shipped during the entire month of December a year ago. This tremendous increase in business during a month which is generally considered a slack period, is due primarily to three factors—a greatly increased domestic business in pleasure cars and trucks, a heavy demand from foreign countries which has heretofore been supplied by the warring nations, and

the introduction of the Jeffery sedan. The sedan at \$1,166 has proved one of the great popular cars of the season. It is built entirely from the ground up in the Jeffery plant, a custom made enclosed coach in every sense of the word, yet the top is removable for summer weather touring, and the price is only \$165 above that of the open touring car.

## Gossip Along the Automobile Row

George Dingman, manager of the Sioux City branch of the W. L. Huffman Automobile company, was in Omaha Tuesday

and Wednesday of last week, bringing with him several dealers from western Iowa and South Dakota, to drive back their new Chalmers Six-30 demonstrating cars.

R. L. Alley, manager of the Lincoln branch of the W. L. Huffman Motor company reports that since the arrival

of the Chalmers new Six-30 in Lincoln he has had to add two men to his sales force to take care of those who have come in to contract for and look over the new Chalmers 30. Mr. Alley also reports that on Monday morning next, the fourth endurance run of the Chalmers-30 will start from Lincoln and take in

all the towns southwest to Fairbury and return via Crete. These runs have attracted considerable interest on account of the hardships encountered at this time of the year, and have been the means of demonstrating the wonderful ability and performance of the new Chalmers Six-30, 5,000 R. P. M. motor.



The Fairfield "SIX-46" \$1295 F.O.B. DETROIT

## Here are the facts—established by thousands of American People

FIRST and foremost, let us remind you that the Paige Fairfield "Six-46" is a tried and proven success.

It isn't necessary for us to "claim" that this handsome seven passenger car will render unfailing service day in and day out.

It isn't necessary for us to "claim" that it is staunchly built—mechanically efficient—superbly designed.

All of these things have been definitely established by thousands of American people who own the "Fairfield"—people who have selected it in preference to all other light Sixes on the market.

When you buy a Paige "Six-46" today, you are buying a car that has passed the experimental stage. You are buying a car of known quality—known ability.

In a word, the "Six-46" is an eminently safe automobile investment.

It is a good car—not merely because we say so—but because its owners have conclusively established this goodness in the grueling tests of more than a year's actual road work.

Other "Light Six" makers are now introducing 1916 models. Some of these makers feature new designs—new power plants—new engineering theories.

In the course of time, these innovations may prove thoroughly practical in every way.

But until that time comes—until these cars have been thoroughly "tried out" in actual service—the prudent man will be inclined to buy the car with a tangible record of accomplishment behind it.

As it stands today, the Paige "Six-46" is a thoroughly finished product.

By carefully studying the combined experience of owners, we have been able to proceed intelligently in perfecting this car until it has been brought up to the current day—the current hour—of six cylinder elegance and luxury.

In our opinion, no more efficient six cylinder power plant can be produced and every feature of the car throughout is in keeping with the high mechanical standard.

Power—more power—power to spare! That is the only way that you can describe this wonderful motor.

So far as flexibility is concerned, you can amble along at two miles an hour or sweep up to sixty without change from high gear.

Steep hills and heavy clinging sand roads are mere child's play for the "Six-46."

This car is practically throttle controlled. It responds to the slightest impulse of the accelerator and is ideal for the woman driver who must pick her way in the thick congested traffic.

And then consider the matter of design.

Beyond any question of doubt the Fairfield is the most widely copied car that has ever been placed on the American market.

Remember, Paige first introduced the pure European streamline twelve months ago.

Look around at the automobile shows and see for yourself whether or not this design has been copied by practically all makers of quality cars.

Above all, the Paige "Six-46" is a "sensible" car. While there has been considerable talk about excessively high speed motors, we flatly refuse to support any such propaganda.

Paige motors are built to endure, and we believe that it is impossible to reconcile excessively high speed with minimum wear and tear on working parts.

It is our policy in the Paige factory to build safely and sanely. The cars that we market are established successes—not experiments.

On this basis, we enjoy—and shall continue to enjoy—the absolute confidence of Paige owners and Paige distributors the world over.

PAIGE-DETROIT MOTOR CAR COMPANY, Detroit, Michigan

Murphy-O'Brien Auto Co. 1814-18 Farnam St. Phone Tyler 123

Fairfield—"Six-46" \$1295
With Detachable
Winter Top . . . . . 1545
Chariot . . . . . 1500
Sedan . . . . . 1900
Town Car . . . . . 2250
f. o. b. Detroit.